



International School of Business and Media, Kolkata

INTERNSHIP POLICY & PROCEDURES

GUIDELINES FOR INTERNSHIP REPORT

International School of Business & Media Kolkata internship policies require students to set learning goals, work with a faculty adviser to obtain credit, and stay in touch with a campus mentor / contact to ensure a successful outcome. We ask organizations where the students are intern to commit to their learning process. Organizations assign supervisors to monitor, guide and evaluate the progress and the performance of the interns so as to ensure hands on learning during internship. ISB&M Kolkata offers academic credit for approved internships – organizations provide valuable experience and guidance to our ISB&M Kolkata students. We expect their direct supervision and that the supervisor will have professional expertise and knowledge.

Internship Policies and Procedures:

1. Internship is an integral part of the Programme. Internship Projects aim at gaining experience of work by the students, widening their knowledge, understanding of managerial problems and planning their career.
2. All students will need to complete the Internship Project in an organization at the end of the third trimester. The Duration of the internship is 4 to 5 months.
3. Each student will be assigned an internal faculty guide to monitor and to provide guidance in writing an Internship report.
4. Each student requires to submit an Internship Project Report, based on his experience and learning during the project. Evaluation of Internship Project has three components-
 - i) Evaluation by the Industry mentor 30%
 - ii) Evaluation by the supervisor that carries 30% weightage
 - iii) Viva presentation in front of the panel that carries 40% weightage
- 5 The Internship Project Report must be completed and submitted to the academic office within the time frame fixed, failing which the student will be debarred from attending further classes.
- 6 A student who fails to complete his/her Internship project will not be allowed to join the second year of the course.
7. Each student must submit the Internship Project Report and the Internship Project Evaluation Sheet, which will be filled by the concerned executive or supervisor of the organization in which the student did his internship, on the day of joining the second year of the course.
8. He/she will be asked to discontinue the Programme if the evaluation is unfavourable.
9. Similarly, every student's conduct during Internship should be dignified and proper in consonance with the reputation of ISB&M Kolkata.
10. Any misconduct reported by the organization where a student underwent Internship will be taken seriously by the institute. The institute will take action which may also result in expulsion of the student from the Programme.
11. While the Institute will actively help students to get Internship placement in companies, a student may also independently seek Internship in an organization in accordance with the norms of the institute.
12. A separate detailed guideline for the internship project report is provided.

GUIDELINES FOR SUMMER INTERNSHIP PROJECT (SIP)REPORT

Description

SIP is a requirement for the fulfilment of the PGDM course at ISB&M. It is a six credit course. Therefore, students must give utmost care in writing SIP Report.

Evaluation of Internship Project has three components-

- iv) Evaluation by the Industry mentor 30%
- v) Evaluation by the supervisor that carries 30% weightage
- vi) Viva presentation in front of the panel that carries 40% weightage

SIP report has to be unique and required to clear the plagiarism check before submission.

If a student submits a SIP report which is plagiarized, the student will be awarded F. This will lead to non- completion of the PGDM program at ISB&M Kolkata.

SIP Report must deal with the current issues related to business and management and related to the training during the internship.

Students require to **submit SIP report Electronically** on the link provided by the Academic Office in PDF format.

They also need to submit **two hardcopies of the SIP report duly signed by the concerned authorities** along with a copy of **Abstract** and **Approval letter** at the academic office before the deadline.

Cover page of the Hardbound copy must bear a logo of ISB&M on it. A sample of cover page is available in the Annexure.

Every SIP Report should contain necessary annexure wherein the Proforma of Questionnaire / Interview Schedule should be enclosed in original. Further, the annual reports, research reports, used as supporting documents, if any, may also be enclosed here.

Subject matter organized as above has to be neatly typed (with one and half line space), only on the right side of the page, A4 size paper should be used and the report may be within the range of **80 to 100 pages** and to be submitted in hard bound form.

Although each SIP report is unique, they have common elements. The following is not an exact guide but rather a general outline.

SIP PROJECT REPORT FORMAT

Your compliance with the following format would enrich the quality of the Report.

Chapter I: Background of the Problem under study

This Chapter may contain a brief background of the problem under study starting from Macro economy dimension to micro trends, contemporary developments in the given aspect under study. Brief survey on different studies/ Review of Literature on this theme may add richness to the work. For case studies, a brief profile of the company / industry should be given.

Chapter II: Objectives and Methodology

This Chapter should contain the Objectives of the study, Methodology and Sample selection, Research Design, Period of the study, sources of data, tools of data collection, Statistical analysis, broad hypotheses put for testing, limitations, etc. Further, the technical terms used in the study, a priori relationships expected between the variables, Models intended to be developed / tested are to be specified in this chapter.

Chapter III: Data Analysis and Empirical Results

This chapter should contain a logical presentation of the empirical results after completing the data analysis. This should contain neatly tabulated results, results of Hypotheses tested, graphs and figures, if any, along with necessary interpretation.

Chapter IV: Inference and Analysis

This chapter pertains to the inference of the analysis and detailed discussion of the results

Chapter V: Summary and Conclusions:

This Chapter should focus on broad observations made by the study against each objective specified in the 2nd chapter. All observations should neatly be bulletined along with suitable captions. This chapter should also give a brief list of conclusions drawn by the study and then provide necessary suggestions for the policy makers / managers on future course of corrective action.

Annexure:

Every Project Report should contain necessary annexure wherein the Proforma of Questionnaire / Interview Schedule should be enclosed in original. Further, the annual reports, research reports, used as supporting documents, if any, may also be enclosed here. Subject matter organized as above has to be neatly typed (with one and half line space) and submitted in hard bound form. Please type only one side of the page. Use only A4 size paper and the report may be within the range of 80-100 pages.

COVER PAGE AND CERTIFICATES:

The Cover page of the Report must contain the Title of the Report, identity particulars of the student, name, Enrolment number, etc. Every Project Report should contain a declaration by the student stating that the said report has not formed part of any other title / diploma or associate ship and is a bonafide work carried out by candidate himself by adopting the necessary standard methodologies under the close supervision of Company & Institute Guides.

SUBMISSION OF THE PROJECT REPORT

One typed copy of the PROJECT REPORT has to be submitted to the Academic Coordinator, ISB&M, Kolkata. The cover should contain that the contents are Project Report on specific MBA/PGDBM programme.

PROFORMA

Students are advised to follow the following Proforma while finalizing and Printing of their Project work reports. The ISB&M, Kolkata suggests the following sample pages:

1. Title Sheet
2. Acknowledgements
3. Declaration of the Student
4. Certificate of Industry Guide
5. Certificate of the Internal Faculty Guide
6. Executive Summary
7. List of Tables
8. List of Figures
9. Chapters
10. Reference
11. Appendices (If Any)

BRAND PREFERENCES OF DECORATIVE PAINTS: A COMPARATIVE STUDY OF ASIAN PAINTS AND BERGER PAINTS

SUMMER INTERNSHIP PROJECT REPORT

Submitted in Partial Fulfilment of the Requirements for the Post Graduate Diploma in Business Management

Submitted by

NAME

Roll No

PGDM: 2020-2022



International School of Business & Media, Kolkata

CERTIFICATE FROM THE INSTITUTE GUIDE:

This is to certify that the Project Work titled "Consumer Brand Preferences with regard to Decorative Paints (A Comparative study of Asian Paints and Berger Paints)" is a bonafide work of Mr./Ms.....Roll No:..... carried out in partial fulfillment for the award of PGPBM Trimester..... of ISB&M, Kolkata under my guidance.

Place:

Date:

Signature of the Guide

Declaration of the Author

I, Mr./Ms..... hereby declare that the Project Work titled “XXXXXX” is the original work done by me and submitted to the ISB&M, Kolkata in partial fulfillment of requirements for the award of Post Graduate Diploma in Business Management is a record of original work done by me under the supervisions of Prof..... (Supervisor)

Roll No:

Section:

Date

Signature of the Student

Acknowledgements:

This is the place where the students can express thanks to different persons who helped them in carrying out their work.

Executive Summary

It is preferable to have one page write up about the work, objectives, sample, broad observations made by the candidates in a summarized form. This executive summary should be comprehensive and able to reflect the entire work in a capsule form.

Table of Contents:

Table of contents gives an index of major chapters of the project; the introduction, different chapters with sub sections, bibliography and appendices along with their page numbers in the report. The titles of the chapters generally should provide a sequence of logical order of presentation made by the student. While first couple of chapters provides the setting of the problem, the later chapters should concentrate on the analysis carried out to examine the objectives of the study. The initial pages like Acknowledgements, List of tables, List of Figures, Bibliography and Appendices are numbered in lower case Roman letters and the Page numbers of all Chapters are given in regular numbers. It is customary to specify the Chapter numbers with Roman Capitals. A sample of table of contents is given below:

Table of Contents

Acknowledgements

Executive Summary

Declaration of the Student

Certificate of the Internal Faculty Guide

List of Tables

List of Figures

APPENDICES

Appendix A: Questionnaire

Appendix B: Details of Secondary Data

Meeting with the Faculty Guide

Name of the student (In CAPITALS)

Meeting No.

Topic Discussed.....

Date

Signature of the faculty.....

Meeting No.

Topic Discussed.....

Date

Signature of the faculty.....

Meeting No.

Topic Discussed.....

Date

Signature of the faculty.....

Meeting No.

Topic Discussed.....

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Date

Signature of the faculty.....

Meeting No.

Topic Discussed.....

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Date

Signature of the faculty.....